

## ABSTRACT OF THE DISCLOSURE

In order to realize liquid crystal display devices having a wide viewing angle and decrease an absorption loss by polarizers and color filters, arrangement of  
5 reflective color selective means, reflective polarizing selective means, light control element, and others are specified.

Sub A1  
10 The liquid crystal display devices realized display of high performance and improved brightness are composed of: liquid crystal display elements 20 composed for controlling polarized light so that the major axis direction of the pixel is arranged approximately in parallel with a direction wherein the linearly polarized  
15 light component of the projected light projected from said illumination device is high; an illumination device 50 arranged at rear plane of the liquid crystal display element; a reflector 54 arranged at rear plane of the illumination device; light control elements 40 and  
20 reflective polarizing selective means 30 arranged between the liquid crystal display element and the illumination device; and a screen arranged at an opposite side to the illumination device of the liquid crystal display element.